Student Media serves as Boise State’s independent student-run media source specializing in print, radio, online, mobile and video platforms. We exist to provide relevant and engaging content to our student audience. Student Media is a leading innovator in mobile and media development and we understand what is important to students because we ARE students. With our award-winning design team and talented business, radio and editorial staff, we provide outstanding advertising services to local businesses and engaging content to Boise State students and the local community.
**The Newspaper**

**The Arbiter**

**Price (per ad)**

- **1x**.............$369.00
- **6x**.............$304.50
- **15x**.........$256.50
- **30x**.........$211.75

**Full Page**

- **1x**.........$738.00
- **6x**.........$585.00
- **15x**.......$495.00
- **30x**.......$405.00

**General Positioning Charge:**

(for positions other than front inside, back inside and back cover) 15% of total ad costs or a minimum of $15

**Positioning**

- Tuesday
- Issue/Contract/Artwork due
- Deadlines

- The Business Manager must approve all inserts in advance.
- The Arbiter reserves the right to refuse any pre-printed insert at any time.
- Rates quoted are for standard-sized (10x10 in. max) inserts printed on paper that can be inserted mechanically.
- For coupon books, tabloids, or large inserts, call first for pricing and insertion requirements.
- Inserts simulating editorial style must carry the identification "This is a pre-paid advertisement" on each page of the insert.

**Reaches over 15,000 students weekly**

**Distributes at over 50 locations on campus**

**Client Printed Inserts**

**Price (per 4,000 copies)**

- **1 Page**.................................$240.00
- **2-4 Pages**.............................$280.00
- **5-8 Pages**.............................$320.00
- **8+ Pages**.............................$400.00

- 4.8x2.3 in.
- 4.8x4.75 in.
- Horiz.: 9.75x4.75 in.
- Vert.: 4.8x4.75 in.
- 9.75x9.65 in.

**Price (per ad)**

- **1x**.............$92.00
- **6x**.............$85.50
- **15x**.........$76.50
- **30x**.........$65.50

- **Price (per ad)**
- **1x**.............$184.50
- **6x**.............$166.50
- **15x**.........$142.50
- **30x**.........$120.50

- **2-4 Pages**
- **5-8 Pages**
- **8+ Pages**

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Online

1) LEADERBOARD
728 x 90 px - $450.00/mo.

2) SIDE BAR RECTANGLE
300 x 250 px - $350.00/mo.

3) SECTION BANNER
300 x 100 px - $150.00/mo.

4) SECONDARY LEADERBOARD
728 x 90 px - $225.00/mo.

5) SKYSCRAPER
300 x 600 px - $300.00/mo.

Ask about email blast and social media options

Arbiteronline.com Ask your sales rep about mobile options

Universitypulse.com

Ask your sales rep about mobile options

15,000 unique visitors online

30,000 page views each month
The average student tuning in will spend at least 30 minutes listening to student radio per day.

**STANDARD SPONSORSHIP**
- Two weeks: $120.00
- Total of 112 ads (8 per day)
- 30 seconds long

**SEMESTER SPONSORSHIP**
- One semester: $420.00
- Total of 840 ads (8 per day)
- 30 seconds long

**MONTHLY SPONSORSHIP**
- Four weeks: $196.00
- Total of 224 ads (8 per day)
- 30 seconds long

**YEAR SPONSORSHIP**
- One school year: $840.00
- Total of 1,680 ads (8 per day)
- 30 seconds long
Ads designed by Student Media will cost a minimum of $30 per ad size. If you have artwork prepared by an organization other than Student Media, please read the following document requirements.

Adobe Illustrator & Photoshop Files:
We accept .ai and .psd files from Illustrator/Photoshop CS3, CS4, and CS5. CS5.5 and CS6 files are not accepted. All files must be free of Process Black* and Pantones *(All black colors must be CMYK, C=0 M=0 Y=0 K=100)

Document size must be set for the actual printed size and hi-resolution (260-300dpi, or dots-per-inch). Convert all type to Paths (create outlines) and ensure that the file color setting is CMYK (4-color process). Please include all font faces used in the ad, and avoid type smaller than 6pt. in size. For best printing avoid heavy amounts of dark colors, especially near or around any text. Poor formatting can result in poor printing.

Adobe PDF Files:
PDF files should be hi-resolution (260-300dpi, or dots-per-inch) with no compression. Please ensure that the file color setting is CMYK (4-color process). Use PDF/1.1-x with 5.0 or above compatibility if your document contains any transparencies or opacity alterations. No pantones allowed in the ads. If you cannot provide artwork at actual size, minimize the amount of white space (or blank space) around the actual artwork and provide cutlines. Please notify your sales representative if your ad is not at actual size.

Radio Ads
Please ensure that you provide a stereo MP3 file at 64kbps and 44kHz. *We do not use well-known or popular music in advertisements we produce.* All commercials should be 30 seconds in length.

Produced commercial formats include pre-recorded straight reads with sound effects or background music, dialogue, monologue (where the voice talent portrays a character, as opposed to an announcer), jingles, or any combination of these.

Online Ads
Please ensure that you provide a GIF (including animated GIF), JPG, PNG, DoubleClick, or DART file. Please consult your sales representative with any other file format.

A recommended file size of 40kb is suggested. Artwork resolution should be appropriate for online formats (72-240dpi, or dots-per-inch). If animations are used they should adhere to the IAB standard of 24fps and last no more than 15 seconds.

Boise State Student Media has the right to deny any advertisement, for any reason, at any time. Boise State Student Media also reserves the right to deny service to anyone at any time. All advertising that may conflict with Boise State’s Trademark & Licensing guidelines is subject to regulation by Boise State’s Office of Trademark & Licensing. Any decisions about ad cancellation or denial are made at the discretion of the student Business Manager and the student Editor-In-Chief or the student Pulse General Manager.

For any questions or clarification on our ad policy please contact the Business Manager at (208) 426-6303.